

Amendment To The Claims

1-39 (Cancelled)

40. (Currently Amended) A system for providing promotions comprising:

a reusable printed promotion carrier which carries information corresponding to a plurality of promotions, the promotion carrier having a machine readable code thereon which identifies the promotion carrier, each promotion being associated with a product, each product having a machine readable product code;

a reading device capable of reading the machine readable code and machine readable product codes, and configured to provide a data signal bearing information indicative of the identity of the promotion carrier and the identity of a plurality of selected products; and

a computer facility capable of receiving the data signal and configured to determine if the promotion carrier contains a redeemable promotion for a product of the plurality of selected products,

wherein the data signal contains a promotion carrier data signal bearing information indicative of an identity of the promotion carrier presented to the reading device, and the computer facility determines if there are valid promotions contained on the promotion carrier,

wherein the computer facility determines if a detected promotion on the promotion carrier has already been presented in a completed transaction, and identifies the detected promotion as a valid promotion if it has not already been presented in a completed transaction.

41. (Previously Presented) The system of claim 40, wherein the machine readable code is a bar code and the reading device is a bar code reading device.

42. (Previously Presented) The system of claim 40, wherein the data signal contains a product data signal bearing information indicative of an identity of the plurality of selected products and the computer facility determines a purchase price of the selected products.

43. Canceled

44. Canceled

45. (Currently Amended) The system of claim ~~[[43]]~~ 42, further comprising a check out terminal associated with the reading device and configured to receive payment for the selected products, wherein the computer facility is configured to generate a subtotal purchase price for the selected products, subtract valid promotions from the subtotal purchase price to generate a customer bill, and provide the customer bill to the check out terminal.

46. (Previously Presented) The system of claim 40, further comprising a data analysis facility which is configured to analyze the data signal to determine predetermined aspects of the use of the promotion carrier.

47. (Currently Amended) A method for providing promotions comprising:

reading information from a machine readable code on a reusable printed promotion carrier which carries information corresponding to a plurality of promotions, the machine readable code identifying the promotion carrier, each promotion on the promotion carrier being associated with a product,

reading machine readable product codes of one or more selected products, the product codes identifying an associated selected product;

providing a data signal bearing information indicative of the identity of the promotion carrier and the identity of a plurality of selected products; [[and]]

determining if the promotion carrier contains a redeemable promotion for a product of the plurality of selected products based on information in the data signal; and

determining if a detected promotion on the promotion carrier has already been presented in a completed transaction, and identifying the detected promotion as a valid promotion if it has not already been presented in a completed transaction.

48. (Previously Presented) The method of claim 47, wherein the machine readable code is a bar code.

49. (Previously Presented) The method of claim 47, wherein the data signal contains a product data signal bearing information indicative of the identity of the plurality of selected products and the method further comprises the step of determining a purchase price of the selected products.

50. Canceled

51. Canceled

52. (Previously Presented) The method of claim 49, further comprising the steps of generating a subtotal purchase price for the selected products, subtracting valid promotions from the subtotal purchase price to generate a customer bill, and providing the customer bill to a check out terminal.

53. (Previously Presented) The method of claim 47, further comprising the step of analyzing the data signal to determine predetermined aspects of the use of the promotion carrier.